



Strategic Employee Experience: Strategy, Programs and Analytics

A 2-Day Virtual Workshop - Live Online Facilitated

Overview

As the war for talent intensifies in our competitive global economy, highly talented individuals are increasingly looking for jobs that fit their lifestyle, give them opportunities to grow and connect them to greater meaning and purpose. At the same time, workplaces are becoming more transparent than ever.

What happens at work between leaders and employees can quickly go viral, and former employees can leave reviews about past and even current employers on social media. The consequences for employer brands can be severe. For these reasons, many employers have begun focusing on improving their employee experience (EX).

This workshop provides HR, EX and OD professionals with the essential knowledge, skills, methods and tools to design and manage an end-to-end EX strategy and programs for their organisations. Conducted in a highly interactive manner, the content will include videos, case study discussions and exercises to enable group learning and sharing of best practices.

Learning Objectives

1. Understand how to design and executive employee experience strategy.
2. Understand how to apply continuous listening's programs.
3. Explain and appreciate lifecycle, engagement and pulse surveys that capture moments that matter.
4. Understand and appreciate the importance of employee journey mapping.
5. Describe and appreciate experience analytics.

Who Should Attend

CHRO, Heads of EX, HR Business Partners, Heads of HR, Heads of Engagement, Heads of L&D, Heads of Talent Acquisition, Heads of OD





COURSE AGENDA

Module 1: Employee Experience World

1. Identifying the experience gap.
2. Evolution of measuring EX.
3. Discussion of EX frameworks.
4. Technological disruption of measuring EX.
5. Discussion of EX technology platforms.
6. How to select EX survey vendors.

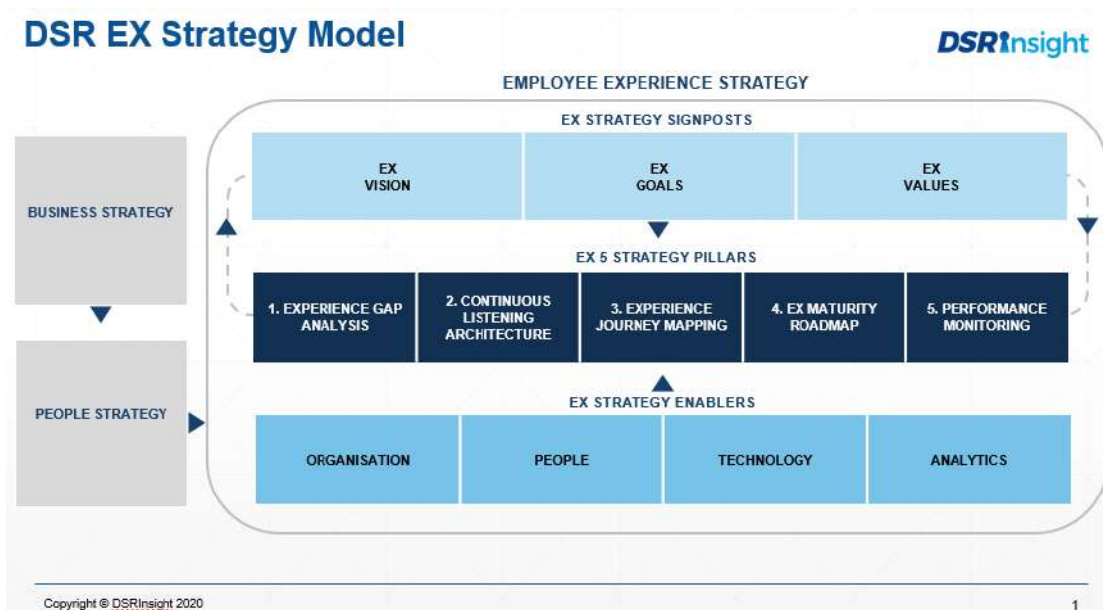
✓ Video - Qualtrics.

Module 2: Employee Experience Strategy

1. Introducing DSR EX Strategy Model.
2. Discussing EX 5 strategy pillars – Experience gap analysis, continuous listening architecture, experience journey mapping, maturity roadmap and performance monitoring.
3. Introducing EX gap analysis.
4. Introducing EX continuous listening architecture.
5. Introducing EX journey mapping exercise.
6. Introducing EX maturity roadmap.
7. Introducing performance monitoring.

✓ Video case study discussion – Standard Chartered Bank.

✓ Exercise – Completing the DSR EX Strategy Map.





COURSE AGENDA (CONTINUE)

Module 3: Employee Journey Mapping

1. Taking lessons from CX journey mapping.
 2. Journey mapping best practices.
 3. The employee journey mapping process.
 4. Introducing employee lifecycle map.
 5. Identify critical moments that matter.
 6. Prioritize the lifecycle stage and survey that offers the organisation the greatest ROI.
- ✓ Video with discussion questions - CX journey mapping process.
 - ✓ Exercise - Employee journey mapping.

Module 4: Designing Lifecycle Survey Programs

1. Overview of lifecycle survey program.
 2. Identifying a foundation of success.
 3. Define moments that matter.
 4. Prioritize where to start: "As-is" & "To-be."
 5. Five steps to building EX survey measures.
 6. Sample questions for lifecycle surveys - candidate experience, onboarding and exit surveys.
 7. Joining the dots for candidate experience & onboarding experience measures.
- ✓ Exercise - Identifying moments that matter on the employee journey.

Module 5: Engagement & Pulse Surveys

1. Discussing the concept of employee engagement.
 2. Discussion several consulting firms' employee engagement frameworks - Gallup, Towers Watson, Korn Ferry & Kincentric.
 3. Introducing pulse surveys.
 4. Differences between pulse and census surveys.
 5. Steps to build pulse surveys.
 6. How to conduct sampling that is statistical representative?
 7. Types of sampling methods.
- ✓ Video on BlessingWhite 'X' engagement model.
 - ✓ TINYpulse survey with discussion questions.
 - ✓ Links to Qualtrics' sample size calculator.
 - ✓ Case study on Telstra pulse survey approach.

Module 6: Experience Analytics

1. Introducing analytical maturity framework.
 2. Overview of statistical analysis.
 3. Overview of text analytics.
 4. Key driver analysis (correlation).
 5. Key driver analysis (regression analysis).
 6. What is predictive analytics?
- ✓ Video on Qualtrics StatsIQ.
 - ✓ Video on differences between correlation and regression analysis.
 - ✓ Video on what is predictive analytics.

**TO LEARN MORE OR REGISTER
NOW, PLEASE CONTACT:**

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MEET YOUR INSTRUCTOR



Stephen Choo

Managing Director – Digital Survey Research Insight Pty Ltd (DSRInsight)

Stephen leads our international practice, putting his vast expertise at the service of our clients. A large part of his role is working closely with clients to identify the strategies that will help them to achieve superior organisational performance. He also manages the DSRInsight project teams who design, develop and deliver Employee Experience programs.

Stephen has more than 25 years of consulting experience in employee engagement, leadership development, talent management and data analytics. He has worked in a wide range of sectors with leading global organisations across Asia, Australia and the Middle East.

Previously, Stephen was Senior Solution Strategist of Employee Experience at Qualtrics Asia-Pacific & Japan. Other past roles include Vice-President Solution Design APAC and Managing Director at Korn Ferry Digital Singapore. At Korn Ferry, Stephen led and managed a regional team of 20 consultants and analysts to deliver pay, talent and engagement digital solutions across Australia, Japan, Hong Kong, South Korea and Singapore.

Stephen graduated with a B. Com (Hons) in Marketing and M. Com in Management from Curtin University and Ph.D. in International Management from the University of Western Australia (UWA). He is a Graduate Member of the Australian Institute of Company Directors (AICD). In addition, he has served as President of UWA Alumni Network Singapore and Chair of UWA Business School Ambassadorial Council's Singapore Chapter for the past 7.5 years.

For his work in enhancing the international reputation of UWA Business School within Asia Stephen received the UWA Business School Alumni Award. In 2019, Stephen was awarded an Honorary Doctor of Commerce from UWA.



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MASTER CLASS